

THE PALATKA NEWS

and Advertiser.

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PALATKA, FLA., FRIDAY, JUNE 22, 1917.

\$1.00 Per Year.

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THE WATCHWORD OF THE HOUR

Personally, "preparedness" should interest you. Renting one of our SAFE DEPOSIT BOXES

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Respectfully,

PUTNAM NATIONAL BANK OF PALATKA

Drink—
Chero-Cola
There's None So Good
5C.
In a bottle through a straw

DON'T LET PUTNAM COUNTY FALL DOWN ON THIS \$5,000 RED CROSS APPORTIONMENT

You May Not Be Called Upon to Fight, But You and All of Us Can Help To Win the War By Contributing Our Mite to The American Red Cross.

The American Red Cross has been reorganized on a War Basis, and is this week before the American people asking for a fund of \$100,000,000.

"The main idea at the back of all planning," says Mr. Davison, president of the Red Cross War Council, "is to stir the United States to a heartfelt realization of debt and duty, to raise \$100,000,000 more rapidly than that amount was ever collected by voluntary subscription, to assemble the best trained talent that America possesses, to assemble the great stores of supplies and provide the ships and then start to Europe, especially to our French and Russian allies and friends, a stream of help that will never cease to flow, so long as the need lasts, an unending rich current of material and moral aid."

We all admit that it is hard to realize to the full extent what this war means, and is going to mean to us. As a matter of fact not one of us has the first conception of it yet. The War Department expects 100,000 of our boys in the trenches by Christmas. The Red Cross must go with them. Indeed it has gone ahead of them. There will be casualties. Americans will be missing and made prisoners; they will be wounded and killed. A Red Cross bureau has already been established to secure quick information about these boys of ours, and to get that word back to their relatives at home. We must be prepared for whatever that word is. Back from the front, through this Information Bureau, will filter the news which will mean so much to us. THE PLACE OF THEIR DEATH, THE NATURE OF THEIR WOUNDS, THE MOMENT WHEN THEY WERE LAST SEEN GOING FORWARD.

Those of us who cannot go will be here, our boys will be there. THE RED CROSS WILL TAKE OUR PLACE IN TAKING CARE OF THEM. Indeed it will take FAR BETTER CARE OF THEM than we, ourselves, could.

But that care will be possible only because YOU MAKE IT POSSIBLE BY GIVING EVERY DOLLAR, EVERY DIME, EVERY CENT that you can to this Red Cross fund.

Why Does Not the Government Do This?

The American Government is the most generous in the world. But no Government in times of peace aims to carry a medical equipment and personnel equal to the necessities of war. All governments lean in a measure upon the voluntary services of the people. Physicians, surgeons, and business men, whose help in ordinary times would not be available to the Government, eagerly volunteer their services in a national crisis.

In like manner millions of hearts and purses are open to the necessities of the sick and wounded soldiers and their families, suffering and deprived by the war. There are human needs to be alleviated long before the slow-moving machinery of the law can be gotten into operation.

MR. WILLARD'S FINAL APPEAL.

I wish I might say the word that would reach the very heart of every man and woman in Putnam county.

Unless the heart is reached and reached quickly, Putnam county is going to be short in its contribution to the Red Cross fund.

Many of our people are responding nobly, but the great body of men and women in the county have not been seen. Hundreds may not even know of the work being done all over the United States this week to raise money for the care of the soldier boys who will soon be torn and bleeding on the battlefields of Europe, fighting for the liberties we enjoy and in the enjoyment of which we have become unappreciative.

These people would give something did they but know. It is important that everybody give SOMETHING.

This ought to be a popular subscription. The people of Putnam county ought to "give till it hurts" for such a cause. And they would were the facts properly presented to them.

Won't you make it YOUR BUSINESS to go out among the people and tell them. Urge them to give SOMETHING. It may not be more than a dime, a quarter, or a half-dollar; but it will be a help.

The poor are generous. Their individual contributions do not appear large when placed alongside those of Rockefeller, but in the aggregate they outweigh his. Remember the Widow's Mite, and what it meant to her?

It is the Cheerful Giver God loves, not the amount of the gift. Now, everybody, please get busy in these remaining two days and roll in the small contributions along with the large.

Have these contributions given to your district captain or one of his committees.

A. S. WILLARD.
Chairman Red Cross Fund, Putnam County.

In Canada it has recently been pointed out that every time "you tax the people you tax the soldier too". What we, who remain behind, give in support of our own soldiers, of our Allies, to that degree lightens their burden during and following the war.

An unending volume might be written on reasons for raising \$100,000,000. But the American mind already knows enough of the horror that has followed in the wake of war to need only headlines to picture the extent of the terrible need that calls to every one of us. Here are some of the dread things the suffering nations, who still must fight on, cannot themselves relieve:

Millions of brave men dead and wounded.

A million women and children homeless and starving. Thousands of once happy cities and towns in France utterly wiped out.

Disease and distress everywhere.

France full of blind and mutilated men, dreadful, pitiable wrecks.

Tuberculosis spreading.

Human bones lining the roadways.

The children, France's hope for the future, orphaned, homeless and hungry.

A torn nation, and our friend when we needed her, stricken to the heart, lifting a mute appeal to prosperous America across the seas.

This is the picture the Red Cross War Council sees, only it sees it through the eyes of its experts on the ground, through direct cables from the centers of suffering, through an unsentimental, business-like organization which includes some of the best-trained American talent, with which it is moving swiftly to extend American help in an organized, systematic way.

Putnam County's Part.

Putnam County's apportionment in this \$100,000,000 fund for Red Cross Week is but \$5,000. If every adult in the county gave ONE DOLLAR, this amount would be over-subscribed.

The business men are responding generously, but unless the movement becomes a MASS MOVEMENT, one in which all the people take an interest and ALL GIVE SOMETHING, we will fail in raising our share.

There are two more days. Have you done your part? If not, won't you go now to the Captain of your district, or to anyone of his collecting committee and make your contributions. Never mind if it isn't more than ten cents. Give according to your ability. BUT GIVE SOMETHING, AND GIVE IT NOW.

Gus Willard, chairman of the Putnam County Committee charged with raising this fund, is working night and day sending out appeals to the people. It will be simply impossible to reach them all. Won't you help him?



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